

MOVE 78



Move 78 & Financial Resilience Australia Announce Partnership.

Their joint focus will be Financial Wellness Initiatives in the Asia-Pacific.



Singapore and Melbourne, (October 19, 2020)
Singapore-based **Move 78 Pte Ltd** (Move 78) and **Financial Resilience Australia** (FRA) are very pleased to announce their new partnership to collaborate on Asia Pacific-based projects with an emphasis on Financial Wellness.

According to The World Bank, in South Asia and the Pacific, '24 million fewer people are estimated to escape poverty' than would have without the pandemic in 2020. With COVID-19, this fragility in everyone's finances has been exposed and exacerbated, and these financial shocks are taking a devastating toll on our collective physical, mental and emotional health. This multi-faceted stress is having a devastating ripple effect on our communities and economies throughout the Asia Pacific.

Both companies' leadership believe strongly the road to recovery lies in a collective response across-sectors throughout the region, therefore Move 78 and FRA have joined together representing Singapore and Australia respectively to raise awareness and establish a regional cross-sector community, **The APAC Financial Wellness Initiative**. This regional collaborative effort will address this pressing issue of Financial Wellness for all, because **Everyone has the right to good financial health and wellbeing in order to live full and productive lives.**

Move 78 is a Singapore-based global corporate advisory firm working with innovative organisations who wish to expand their enterprise infrastructure operations to and within Asia. While the consultancy

and M&A make up their Commercial Initiatives, Move 78's Philanthropic Initiatives are focused on Digital Inclusion in the finance, health and education sectors in accordance with the UN Sustainability Goals.

Since 2014, Financial Resilience Australia (FRA) is a social enterprise consultancy offering program-office support; community led research, co-design and evaluation; enabling multisectoral clients (banks/ credit unions, peak bodies/regulators, Aboriginal/ multi-cultural leaders) to improve financial inclusion, resilience and well-being for vulnerable Australians.

Says Move 78's CEO, Mariko Braswell, **"We are thrilled to partner with FRA, and there are natural synergies with respect to our efforts in Digital Inclusion and FRA's Financial Wellness focus. Also, there is no better time than now, to reach out to other like-minded organizations to tackle Financial Wellness together head-on. We look forward to working with the FRA team to further awareness and to help facilitate solutions for Financial Wellness throughout APAC's communities."**

Vinita Godinho, FRA's CEO adds **"COVID has highlighted a crucial aspect of financial wellness that we want our partnership to deliver on i.e. the inextricable link between our physical, mental and financial health and wellbeing. We are not just coping with the physical symptoms of this virus, but also feelings of depression, anxiety and isolation triggered by physical distancing, as well as financial uncertainty."**

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Move 78 Pte Ltd

Move 78 was established in Singapore in 2018 and is a wholly owned subsidiary of SoHo Capital LLC, the private investment company based in the US and founded in 1997. Move 78 was established to serve the needs of tech companies looking to expand into APAC, by providing strategic advice and guidance on the current market, emerging opportunities, and extant tech ecosystems. Move 78 also has a philanthropic arm, focused on connecting and advising commercial firms and not-for-profit entities that seek to promote Digital Inclusion in the finance, health, and education sectors. For more information, please visit www.move78.

Contact

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Financial Resilience Australia

Financial Resilience Australia is an independent social enterprise, providing professional consulting, research, program and advisory services to the industry, government and community sector since 2014, on tackling complex social challenges such as financial inclusion, and building financial capability, resilience and wellbeing, particularly for those who are vulnerable to financial stress.

We specialise in strategy development; project management; governance and risk management; and lead the co-design and delivery of programs grounded in action-research. We adopt a human-centered approach to co-create robust and evidence-based solutions which are useful and relevant to the financial lives of everyday users.

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